

### III. AMENDMENT TO THE CLAIMS

#### Amendments Made Herein and Summary of Status of Claims

- Please amend claims 1, 2, 3, 9, 10, 11, 12, 17, 18, 19, 22, 44, 45, 46, 47, 59, 61, and 62 without prejudice.
- Please cancel claims 4, 5, 6, 7, 8, 13, 14, 15, 16, 20, 21, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, and 60, without prejudice.
- Please add new claims 63-64.

Claims 1 - 64 exist after the amendment above is entered. Claims 1-3, 9-12, 17-19, 22, 44-47, 59, 61, and 62 are amended herein. Claims 4-8, 13-16, 20-21, 23-43, 48-58, and 60 are canceled. Claims 63 and 64 are added.

#### Statement with Respect to Scope of Amended and Non-Amended Claims

Revisions to the claim set is made in order to streamline prosecution of this case in order to obtain early allowance of embodiments that are presently anticipated to be of commercial significance and are not made for a purpose of patentability. Any amendment, cancellation, withdrawal or addition made herein with respect to the claims should not be construed in any manner as indicating Applicants' surrender of any subject matter of the application, or surrender of any equivalent to any element asserted in one or more claims. Any narrowing which may be evinced with respect to subject matter covered by the claims as a whole, or by one or more claims of the appended claims whether amended, re-represented, or new, when compared to claims previously in the application, should not be interpreted as indicating that the Applicants have generally disclaimed the territory between the original claimed subject matter and the amended claimed subject matter. Amended claims elements are to be construed to include substantial equivalents known to those of ordinary skill in the art. Applicants assert that any amendments transacted herein are made without prejudice and reserve all rights to prosecute any

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canceled claims, and claim structures preceding any amendment to a particular claim, and other disclosed (but not presently claimed) embodiments in the application, in future continuation applications, divisional applications, continuation-in-part applications, continuing prosecution applications, requests for continuing examination, re-examination applications and any other application claiming priority to the present application.

▪ **COMPLETE LIST OF CLAIMS THAT ARE OR HAVE BEEN BEFORE THE OFFICE  
AFTER ENTRANCE OF THE AMENDMENTS MADE HEREIN**

The following claims constitute a complete list of claims that are or have been before the office after entrance of the amendments made herein. Amendments to the claims are indicated in accord with Revised 37 C.F.R. §1.121. In accord with such regulation, the listing of claims set forth below replaces all prior versions, and listings, of claims in the application:

--CLAIMS AS PENDING IN THE APPLICATION WITH AMENDMENTS MADE HEREIN  
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Sub 17  
1. (Currently Amended) A method for providing a reward for displaying a motion picture content over a data network, comprising:

~~providing the motion picture content;~~

~~providing a reward engine;~~

BO  
transmitting ~~[[the]]~~ motion picture content over ~~[[the]]~~ a data network to a content display device~~[[, the]]~~ after receipt from said content display device having information ~~[[for]]~~ identifying ~~[[a]]~~ one or more viewer(s) viewer of requesting the said motion picture content and information pertaining to the location of said content display device;

displaying~~[[, by the]]~~ on the content display device~~[[,]]~~ the motion picture content for a display period;

transmitting over ~~[[the]]~~ said data network~~[[,]]~~ to ~~[[the]]~~ a reward engine~~[[,]]~~ ~~[[a]]~~ display verification data verifying that ~~[[the]]~~ said motion picture content has been displayed by ~~[[the]]~~ said content display device for ~~[[the]]~~ a display period sufficient for a reward; and

providing ~~[[the]]~~ said reward to ~~[[the]]~~ one or more of said viewer(s) viewer for displaying the motion picture content for a display period sufficient for a reward.

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2. (Currently Amended) The method of claim 1, wherein the step of providing the motion picture content further comprises: providing an motion picture advertisement.

3. (Currently Amended) The method of claim 1, wherein the step of providing the motion picture content further comprises: providing a movie audio or video media such as movies, music, sports, news, public affairs, music videos, and mystery, comedy, drama, education, nature, science and history programs and series.

4. (Canceled)

5. (Canceled)

6. (Canceled)

7. (Canceled)

8. (Canceled)

9. (Currently Amended) The method of claim 1, wherein the step of transmitting the motion picture content comprises:

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providing a content storage device, the content storage device containing the ~~motion picture~~ content;

requesting over the data network, by content reception ~~display~~ device, the ~~motion picture~~ content from a content providing server, the content providing server being in communication with the content storage device;

retrieving, from the content storage device, content providing server, the ~~motion picture~~ content requested; and

transmitting the ~~motion picture~~ content to the content reception ~~display~~ device, the ~~motion picture~~ content being transmitted from the content storage device, to the content providing server and then to the content reception ~~display~~ device through the data network.

10. (Currently Amended) The method of claim 9, wherein the step of transmitting the ~~motion picture~~ content further comprises:

transmitting the information to the content providing server in the step of requesting the ~~motion picture~~ content from the content providing server; and

storing the information in a viewer/listener information database, the ~~viewer information~~ database being in communication with the content providing server.

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11. (Currently Amended) The method of claim 9, wherein the content reception display device requests the ~~motion picture~~ content based on a demographic of the viewer/listener.

12. (Currently Amended) The method of claim 1, wherein the step of displaying/transmitting the ~~motion picture~~ content further comprises:

displaying/transmitting the ~~motion picture~~ content on an audio or video reception device such as an intelligent television, computer digital device, cellular phone, liquid crystal display, electronic assistant, telephone or radio.

*By Cont*  
13. (Canceled)

14. (Canceled)

15. (Canceled)

16. (Canceled)

17. (Currently Amended) The method of claim 1, wherein the step of displaying the motion picture content further comprises:

reviewing displaying the motion picture content for a certain reception the display period, said period being

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~~sufficient to receive the display period being a period of time to display a portion of the motion picture content.~~

18. (Currently Amended) The method of claim 1, wherein the step of ~~displaying the motion picture~~ receiving the content further comprises:

~~displaying the motion picture~~ reviewing the content for the ~~display 20 period, the display period being a period~~ sufficient to deliver the ~~of time to display an entire motion picture~~ content.

19. (Currently Amended) The method of claim 1, wherein the step of transmitting the ~~display~~ reception verification data further comprises:

providing the reward engine in communication with the content providing server;

identifying, to the reward engine through the reception ~~display~~ verification data, the ~~motion picture~~ content being displayed received; and

identifying, to the reward engine through the display verification data, the ~~motion picture~~ content being displayed received; and

identifying, to the reward engine through the display verification data, the receiving viewer/listener ~~information~~ to

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identify the content display device displaying the motion picture content;

receiving, through the content reception device, the content for a certain period;

transmitting over the data network, to the reward engine, reception verification data verifying that the content has been received by the reception device for the reward period; and

providing the reward to the viewer entered for receiving the content wherein the step of providing the reward to the viewer/listener further comprises:

entering the viewer/listener into a sweepstakes, wherein the viewer/listener is entered into the sweepstakes upon each instance that the content is delivered on the content reception device.

20. (Canceled)

21. (Canceled)

22. (Currently Amended) The method of claim 1, wherein the step of providing the reward to the viewer/listener further comprises:

providing a monetary award to the viewer/listener.

23. (Canceled)

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24. (Canceled)

25. (Canceled)

26. (Canceled)

27. (Canceled)

28. (Canceled)

29. (Canceled)

30. (Canceled)

31. (Canceled)

32. (Canceled)

33. (Canceled)

34. (Canceled)

35. (Canceled)

36. (Canceled)

37. (Canceled)

38. (Canceled)

39. (Canceled)

40. (Canceled)

41. (Canceled)

42. (Canceled)

43. (Canceled)

44. (Currently Amended) A system for providing a reward  
for displaying ~~a motion picture~~ audio or visual content over a  
data network, comprising:

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a content display reception device for receiving  
~~displaying the motion picture content,~~

a content providing server, the content providing server  
having a processor for communicating with the content display  
reception device and a content storage device, the content  
providing server further having a reward engine; and

the said content storage device, ~~the content storage device~~  
having computer instructions stored thereon, that, when loaded  
into a computer, cause the computer to perform the method of:

transmitting the ~~motion picture~~ content over the data  
network to the said content display reception device, the  
~~content display device~~ after receipt from said device of having  
a viewer information for identifying one or more  
viewer(s)/listener(s) requesting a viewer of the said motion  
picture content and information pertaining to the location of  
said content reception device;

receiving ~~displaying by the on said content display~~  
device[[,]] the ~~motion picture~~ content for a certain reception  
display period;

transmitting over the said data network[[,]] to [[the]] a  
reward engine[[,]] [[a]] reception display verification data  
verifying that [[the]] ~~said motion picture~~ content has been  
received ~~displayed~~ for [[the]] a display period sufficient for a  
reward; and

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providing [[the]] said reward to [[the]] said  
viewer(s)/listener(s) viewer for receiving displaying the motion  
picture content for a period sufficient for a reward.

45. (Currently Amended) The system of claim 44, wherein  
the reception content-display device requests the motion picture  
content based on a viewing/listening habit of the  
viewer/listener.

46. (Currently Amended) The system of claim 44, wherein  
the reception content-display device requests the motion picture  
content based on a demographic of the viewer/listener.

47. (Currently Amended) The system of claim 44, wherein  
the reception content display device is an audio or video  
receptor such as a television, computer, digital device,  
cellular phone, liquid crystal display, electronic assistant,  
telephone or radio.

48. (Canceled)

49. (Canceled)

50. (Canceled)

51. (Canceled)

52. (Canceled)

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53. (Canceled)

54. (Canceled)

55. (Canceled)

56. (Canceled)

57. (Canceled)

58. (Canceled)

59. (Currently Amended) A computer readable medium having computer instructions stored thereon that, when loaded into a computer system, cause the computer system to perform the method for providing a reward for receiving displaying a motion picture content over a data network, the method comprising:

~~providing the motion picture content;~~

~~providing a reward engine;~~

~~transmitting the motion picture content over [[the]] a data network to a content reception display device[[, the]] after receipt from said content reception display device having information [[for]] identifying [[a]] one or more viewer(s)/listener(s) viewer of requesting said the motion picture content and information pertaining to the location of said content reception device;~~

~~displaying[[, by the]] on the content reception display device[[,]] the motion picture content for a certain display period;~~

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receiving displaying, by the on the content reception  
display device[[,]] the motion picture content for a reception  
display period;

transmitting over [[the]] said data network[[,]] to [[the]]  
a reward engine[[,]] [[a]] reception display verification data  
verifying that the motion picture content has been received  
displayed by [the] said reception content display device for  
[[the]] a display period sufficient for a reward; and

providing [[the]] said reward to [[the]] one or more of  
said viewer(s)/listeners viewer for receiving displaying the  
motion picture content for a period sufficient for a reward.

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62. (Currently Amended) An electronic signal, comprising:  
computer instructions that, when loaded into a computer,  
cause the computer to perform a method for providing a reward  
for transmitting an audio content over a data network,  
comprising:

providing the audio content;

providing a reward engine;

transmitting [[the]] audio content over a data network to a  
content playback device over the data network, after receipt  
from said [[the]] content playback device having information  
[[for]] identifying [[a]] one or more listener(s) listener

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transmitting over [[the]] said data network[[,]] to [[the]]  
a reward engine[[,]] [[a]] reception display verification data  
verifying that [[the]] said motion picture content has been  
received displayed by [[the]] said reception content display  
device for [[the]] a display period sufficient for a reward; and  
providing [[the]] said reward to [[the]] one or more of  
said viewer(s)/listeners viewer for receiving displaying the  
motion picture content for a period sufficient for a reward.

60. (Canceled)

61. (Currently Amended) An electronic signal, comprising:

*Be  
cont*

computer instructions that, when loaded into a computer,  
cause the computer to perform a method for providing a reward  
for displaying ~~a motion picture content~~ over a data network, the  
method comprising:

~~providing the motion picture content;~~

~~providing a reward engine;~~

Transmitting the ~~motion picture content~~ over [[the]] a data  
network to a content reception display device[[, the]] after  
receipt from said reception content display device having  
information [[for]] identifying [[a]] one or more  
viewer(s)/listener(s) viewer or requesting [[the]] said motion  
picture content and information pertaining to the location of  
said reception device;

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requesting of the said audio content and information pertaining to the location of said content playback device;

transmitting[[, by the]] on the content playback device[[,]] the audio content for a transmission period;

Transmitting[[,]] over said data network to [[the]] a reward engine ~~over the data network~~, [[a]] transmission verification data verifying that the audio content has been transmitted by [[the]] said content playback device for [[the]] a transmission period sufficient for a reward; and

providing [[the]] said reward to [[the]] one or more of said listener(s) ~~listener~~ for transmitting the audio content for a display period sufficient for a reward.

63. (New) A method for providing a reward for displaying a motion picture or audio content advertisement over a data network, comprising:

transmitting motion picture or audio content consisting of an advertisement over a data network to a content display device after receipt from said content display device of a request for said motion picture or audio content and information identifying the location of said content display device;

displaying on the content display device the motion picture or audio content consisting of an advertisement for a display period;

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transmitting over said data network to a reward engine display verification data verifying that said motion picture or audio content consisting of an advertisement has been displayed by said content display device for a display period sufficient for a reward; and

providing said reward to for displaying the motion picture or audio content consisting of an advertisement for a display period sufficient for a reward.

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64. (New) A method for providing a reward for sending video or audio content, including advertisements, over a data network, to another who views/listens long enough to receive a reward, which comprises the steps of:

transmitting video or audio content including advertisements, over a data network to the reception device of an intended recipient, after receipt from said reception device of a request for said video or audio content and information identifying the location of said display device of the intended recipient;

receiving on the reception device of the intended recipient the video or audio content, including advertisements, for a reception period;

transmitting over said data network to a reward engine display verification data verifying that said video or audio

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content, including advertisements, has been received by said intended recipient's reception device for a period sufficient for the sender to receive a reward; and

providing said reward to the sender for the recipient's receiving the video or audio content, including advertisements, requested by the sender for a period sufficient for the sender to earn a reward.

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